ABSTRAK

Persepsi Konsumen Terhadap Atribut Restoran di Restoran Siap Saji Happy Bee

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Penelitian ini bertujuan untuk meneliti Persepsi Konsumen Terhadap Atribut Restoran di Restoran Siap Saji Happy Bee dan untuk mengetahui perbedaan persepsi konsumen terhadap atribut restoran di restoran siap saji Happy Bee berdasarkan jenis kelamin, usia, status, dan pendapatan perbulan. Populasi dalam penelitian ini adalah sebagian dari keseluruhan masyarakat yang datang ke restoran untuk melakukan pembelian di restoran siap saji Happy Bee di Kota Yogyakarta. Sampel dalam penelitian ini ditentukan sebanyak 100 konsumen dengan menggunakan rumus Paul Leddy.; dan pengambilannya dengan teknik *convenience sampling*. Teknik pengumpulan data dengan menggunakan angket kepada konsumen. Teknik analisis data yang digunakan adalah validitas, realibilitas, normalitas, *independent t test* dan *one way ANOVA*. Berdasarkan hasil analisis data diketahui bahwa: 1) persepsi konsumen terhadap atribut restoran (kualitas makanan, kualitas pelayanan, harga makanan minuman, dan suasana restoran) masuk dalam kategori "Baik", 2) tidak terdapat perbedaan persepsi konsumen terhadap atribut restoran siap saji Happy Bee dilihat dari karakteristik usia, jenis kelamin, status dan pendapatan per bulan.

Kata Kunci: Kualitas makanan, kualitas pelayanan, harga makanan minuman, suasana restoran.

ABSTRACT

CONSUMER PERCEPTIONS AGAINST THE ATTRIBUTE OF A RESTAURANT IN A RESTAURANT FAST HAPPY BEE

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This research aims to examine consumers ' perceptions towards attributes of a restaurant in a restaurant fast happy bee and of knowing the difference of consumer perceptions towards attributes fast restaurant restaurant happy bee based on gender, age, status, and monthly income. The population in this research is part of the overall community who came to the restaurant to make a purchase at a fast-food restaurant restaurant happy bee in the city of yogyakarta. the sample in this research are determined as much as 100 consumer using the formula paul leddy.; and they were taken with the technique of convenience sampling. Data collection techniques by using question form to consumers. Data analysis technique used is the validity, reliability, normality, independent t test and one-way anova. 1) Consumer perceptions towards attributes restaurant (food quality, service quality, the price of food and drinks, the atmosphere of the restaurant) entered in " good " category, 2) There was no difference in the perception of consumers of ready-made restaurant attributes happy bee seen from the characteristics of the age, gender, status and income per month

Keywords: the quality of food, the quality of service, food prices beverages, an atmosphere of a restaurant